REMARKS

In the official Office Action dated May 24, 2006 in the above-captioned application, the Examiner restricted prosecution of the application to a single invention and required that Applicants elect one of the following groups for prosecution in this application:

- I. Claims directed to a system for serving media content; and.
- II. Claims directed to a system for serving non-media content.

The Examiner has determined that claims 33, 34, 38-43, 45, 48-52, 56-60, 62, 64-70 and 73-76 are generic (Office Action, dated May 24, 2006, at 2, lines 13-15). Applicant agrees. Applicant believes that claims 1-15, 17-31, 35, 36, 44, 46, 53, 54, 61, 63, 71 and 72 correspond to the species of Group I, and that claims 16, 32, 37 and 55 correspond to the species of Group II.

In accordance with 35 U.S.C. § 121, Applicants elect Group I, claims 1-15, 17-31, 35, 36, 44, 46, 53, 54, 61, 63, 71 and 72, to be further examined on the merits along with the generic claims. The election is made without traverse.

It is believed that this application is now in condition for examination, and the Examiner's early and favorable consideration is earnestly solicited.

Patent Application Serial No. 09/826,147 Attorney Docket No. PLAYS0012

Questions are welcomed by the below-signed attorney for Applicants.

Respectfully submitted,

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